

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Biotechplex

Chicago Manufacturing Center

Biotechplex Pulls Onto The Information Highway

Client Profile:

BioTechPlex, located in Elk Grove Village, Illinois, performs diagnostic and pharmaceutical research and develops scientific devices for medical research. The company employs 20 people.

Situation:

The majority of BioTechPlex's employees are scientists and academicians, most of whom lack training in business administration. The company needed to craft an image blending scientific acumen with business savvy, and decided to begin with the construction of a website. However, no one at BioTechPlex had the time or expertise to construct the envisioned site. The company asked the Chicago Manufacturing Center (CMC), a NIST MEP network affiliate, for assistance.

Solution:

CMC met with BioTechPlex to determine the strategic objectives for its new site. The company had several criteria for a successful site: it had to show the multifaceted nature of the company; it needed to have a scrolling feed with news about the company; and it needed to convince the public and scientific community that BioTechPlex is a company that can convert ideas into marketable products and services.

CMC asked its web development partner, WebPointCentral, to design and development BioTechPlex's site. CMC wrote most of the site's content by adapting BioTechPlex's existing marketing materials for the web. To further enhance BioTechPlex's credibility in its field, CMC asked WebPointCentral to design an online database of articles the company's scientists and researchers have written.

The design process became a give-and-take between the three companies. BioTechPlex decided not to use stock photography for site graphics, opting instead to take the pictures themselves. WebPointCentral moved navigation buttons several times based on feedback from BioTechPlex. In a series of conference calls, the three organizations worked together to refine the final design and functions of the new site. Now available at www.biotechplex.com, the company's new website has given it greater visibility in the market and generated numerous new leads.

Results:

www.mep.nist.gov



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Designed and developed a marketing website.

Began tracking hit reports and requests for information to generate new sales leads.

Improved company visibility and market penetration.

Testimonial:

“The Chicago Manufacturing Center did a very good job of documenting our needs and conveying those needs in our site. They did justice to the image of what we wanted to convey.”

Tarun Chandra, Manager of Quality Assurance and Consulting and Software Engineering